

Course Unit	Semiotics	Field of study	Audiovisual and Media Production
Bachelor in	Communication and Journalism	School	School of Public Management, Communication and Tourism
Academic Year	2023/2024	Year of study	1
Type	Semestral	Semester	1
Workload (hours)	162	Contact hours	T - , TP 60 , PL - , TC - , S - , E - , OT - , O -
Level	1-1	ECTS credits	6.0
Code	9662-657-1104-00-23		

T - Lectures; TP - Lectures and problem-solving; PL - Problem-solving, project or laboratory; TC - Fieldwork; S - Seminar; E - Placement; OT - Tutorial; O - Other

Name(s) of lecturer(s)

Learning outcomes and competences

At the end of the course unit the learner is expected to be able to:

1. Understand how an old science such as Semiotics became so current and present in our daily lives;
2. Distinguish the different theoretical approaches of the main traditions related to the study of semiotics;
3. Analyse the role of semiotics in the current communication context;
4. Recognise the different types of signs and their classification;
5. Interpret the signs of the advertisement messages;
6. Develop a critical awareness that allows to understand the double meanings of the media language;
7. Become aware of the instruments that allow a development of an enunciative competence.

Prerequisites

Before the course unit the learner is expected to be able to:
non-applicable

Course contents

1: Introduction: What is semiotics? 2: The sign and meaning 3: The pragmatic characteristics of the sign 4: Image and communication 5: The semiotics of advertising

Course contents (extended version)

1. Introduction: What is Semiotics?
 - Signs
 - The sign as an element of the communication process
 - A science for such an ancient theme
2. The sign and meaning
 - The tradition of Semiotics in Contemporary Europe
 - The Contemporary British tradition of Semiotics
 - The fields of Semiotics: Syntax, Semantics, Pragmatics
 - The classification of signs
3. The pragmatic characteristics of the sign:
 - The sign as action
 - Enunciation or the logics of communication
 - The double structure of speech
4. Communication and meaning:
 - Code
 - Denotation
 - Connotation
 - Myth
 - Symbols
 - Metonymy
 - Intertextuality
5. The Semiotics of advertising:
 - Vision, perception and symbolism
 - Advertising texts analysis

Recommended reading

1. CARMELO, Luís. (2003). *Semiótica - uma introdução*. Mem Martins: Publicações Europa-América. ISBN 9721053074.
2. ECO, Umberto. (1997). *O Signo*. Lisboa: Presença. ISBN 9722312979.
3. JOLY, Martine. (2003). *A Imagem e a sua Interpretação*. Lisboa: Edições 70. ISBN 972-44-1181-8.
4. JOLY, Martine. (2004). *Introdução à Análise da Imagem*. Lisboa: Edições 70. 972-44-0989-9.
5. VOLLI, Ugo. (2003). *Semiótica da Publicidade a criação do texto publicitário*. Lisboa: Ed. 70. ISBN 972-44-1204-0.

Teaching and learning methods

Inside the classroom: Teaching and learning methods will be based on a theoretical and practical approach. Focus will be thus given to the practice component in order to apply and solve questions on a functional order. Outside the classroom: Research work.

Assessment methods

1. Final evaluation - (Regular, Student Worker) (Final, Supplementary)
 - Practical Work - 40%
 - Final Written Exam - 60%
2. Final examination - (Regular, Student Worker) (Supplementary, Special)
 - Final Written Exam - 100%
3. Incoming students - (Regular) (Final, Supplementary)
 - Practical Work - 100%

Language of instruction

Portuguese

Electronic validation

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12-10-2023	13-10-2023	13-11-2023	11-12-2023